



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/25 thru 01/31.

(prices in dollars per carton)

Fri. Jan 25, 2013

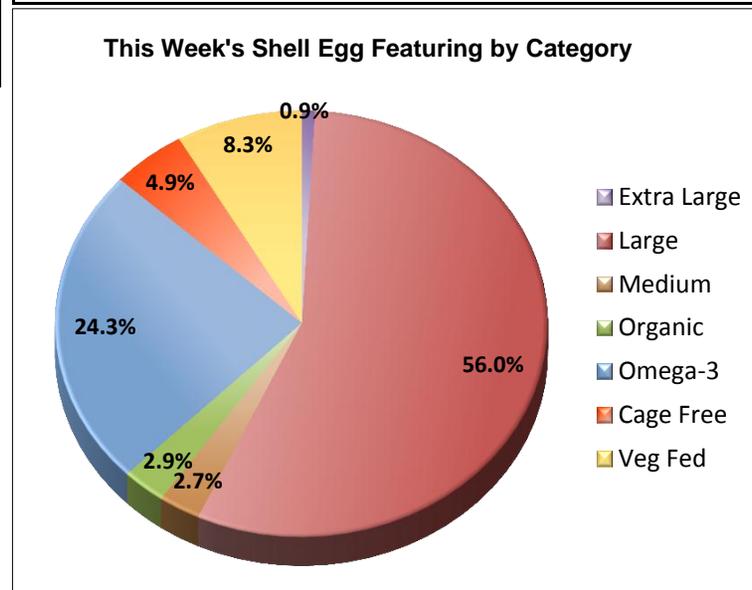
SHELL EGG NATIONAL SUMMARY														
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR					
	29.5% of 23,200 stores				30.1% of 23,200 stores				23.4% of 22,500 stores					
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE			
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
REGULAR	USDA GRADE AA													
	White 12 pack				60 1.77		520 1.40				480 1.27			
	White 18 pack		60 1.88		1,770 2.30		10 1.79		170 2.11		30 1.79		1,210 2.11	
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack				1,160 1.18		230 1.90		1,390 1.30		60 1.00		760 1.04	
White 18 pack				970 2.57				1,700 2.36				530 2.09		
Brown 12 pack														
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				200 4.30				180 4.49		180 4.49		270 4.13	
	OMEGA-3													
	White 12 pack		280 2.66		1,280 2.79		220 2.65		1,750 2.51		470 2.59		1,920 2.32	
	Brown 12 pack				130 2.99				210 2.99					
	CAGE-FREE													
	White 12 pack				40 2.33								270 2.50	
Brown 12 pack				300 3.06				560 3.25		160 3.39		490 2.78		
VEGETARIAN FED														
White 12 pack				100 2.50		20 2.99		490 2.13		90 2.50		110 2.50		
Brown 12 pack		140 3.37		340 3.07		200 3.08		380 2.89				220 3.33		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,960	4,080	3,070	Large Eggs on Jan-21-2013
Specialty	2,810	4,010	4,180	
Total (includes MD)	6,960	8,290	7,320	374.5
Special Rate 4/:	1.1%	2.8%	0.6%	down 4.5%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lower than a week ago as thoughts turn to the Super Bowl and retailer start to fill circulars with game day related items. The average price of Large white eggs, Grade A or better, is slightly higher. The number of "no price" incentives of shell eggs offered to consumers declines, however there is a notable increase in free 16 ounce cartons of liquid eggs redeemable with a coupon. Featuring of specialty shell eggs is down due to a decline in ads for Omega-3 eggs and a drop in volume for other types as well. Feature activity for liquid egg products is shaply higher with the majority of activity occuring in the Southeast region. Ads are visible in other areas, however lackluster in the Northwest.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

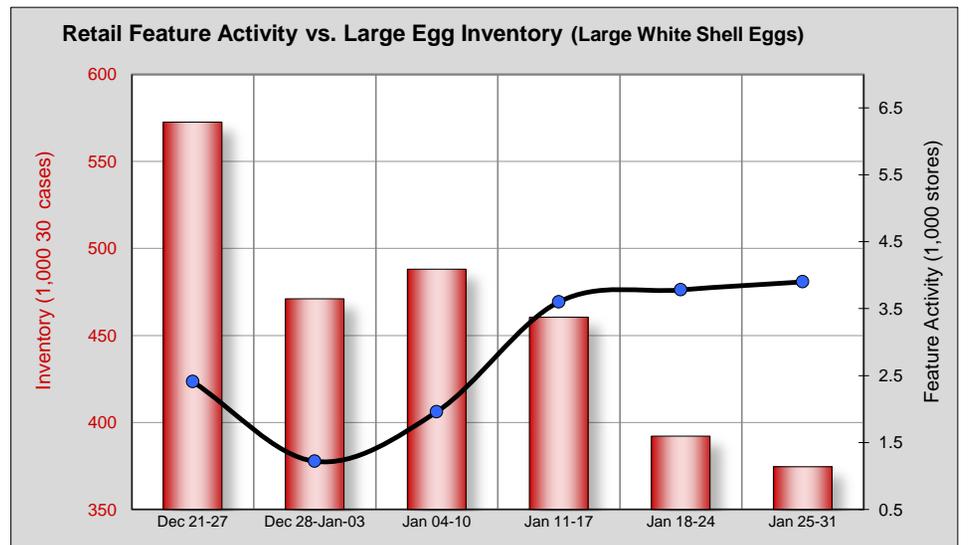
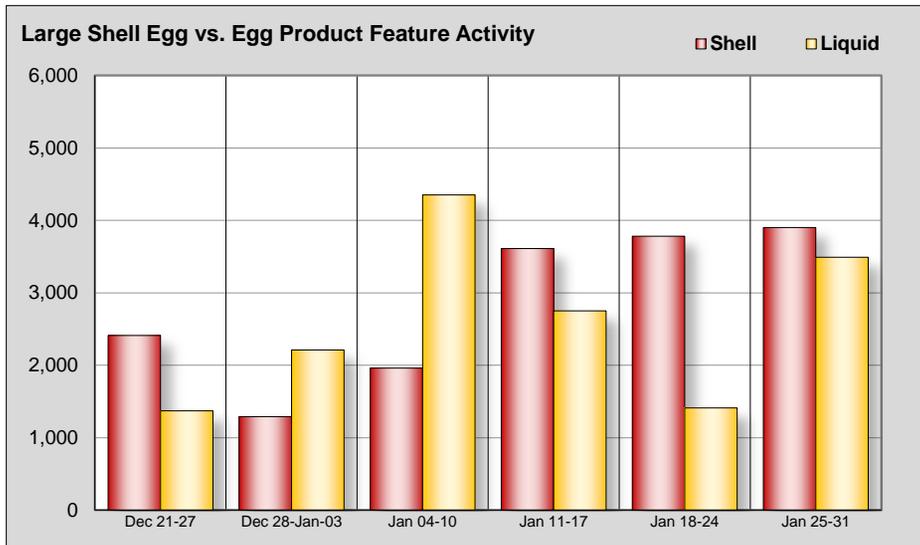
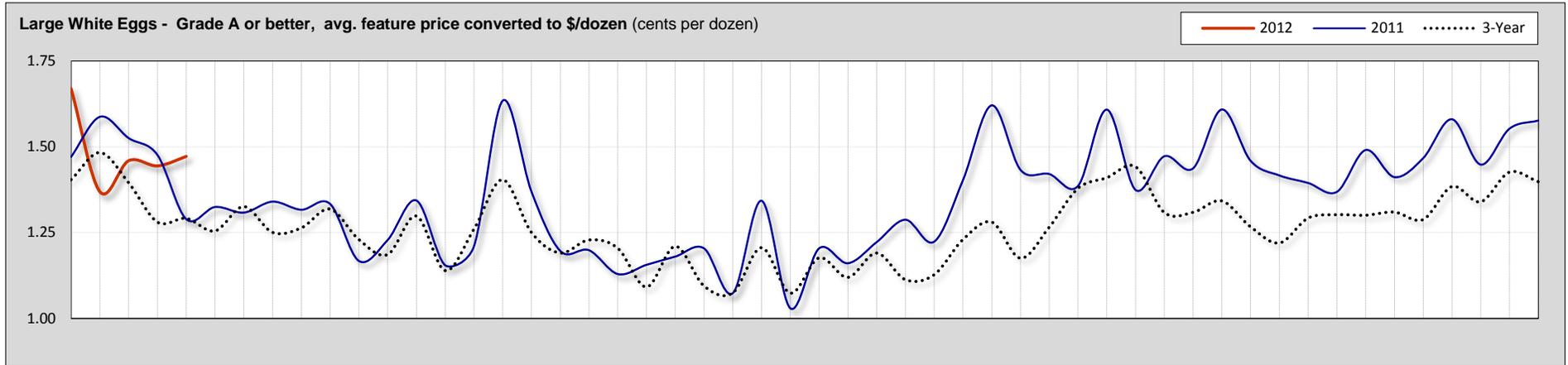
		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		42.2% of 4,600 sampled outlets Activity Index = 2,760 (includes Medium)						17.1% of 6,100 sampled outlets Activity Index = 550 (includes Medium)						32.6% of 4,200 sampled outlets Activity Index = 1,390 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																		
	White 18 pack				2.29	90	2.29				2.29	40	2.29				2.29	10	2.29
	Brown 12 pack																		
	MEDIUM				White 12 pack				White 12 pack				White 12 pack						
USDA GRADE A	White 12 pack				1.25 - 1.50	120	1.27				1.25 - 1.55	230	1.29				0.29 - 1.77	760	1.14
	White 18 pack				1.50 - 2.99	620	2.76										1.98 - 2.99	270	2.31
	Brown 12 pack																		
	MEDIUM				White 12 pack				White 12 pack				1.00 - 1.25	20	1.22				White 12 pack
					White 30 pack				White 30 pack										White 30 pack
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.97 - 4.49	180	4.44										2.99	20	2.99
	OMEGA-3																		
	White 12 pack	2.49 - 2.69	200	2.65	2.49 - 3.49	830	2.89				1.98 - 2.50	60	2.30				1.68 - 3.00	240	2.77
Brown 12 pack				2.99	130	2.99													
CAGE-FREE																			
White 12 pack																			
Brown 12 pack				2.97 - 3.49	80	3.23				3.00	200	3.00				3.49	10	3.49	
VEGETARIAN FED																			
White 12 pack				2.49 - 2.50	100	2.50													
Brown 12 pack	2.47 - 3.49	140	3.37	2.47 - 3.49	270	3.18										2.49 - 3.49	70	2.61	
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		24.0% of 4,100 sampled outlets Activity Index = 840 (includes Medium)						34.8% of 2,900 sampled outlets Activity Index = 1,020 (includes Medium)						38.0% of 1,200 sampled outlets Activity Index = 400 (includes Medium)					
USDA GRADE AA	White 12 pack																		
	White 18 pack	1.88	60	1.88	1.88 - 2.29	360	2.18				1.99 - 2.59	940	2.34				2.29	330	2.29
	Brown 12 pack																		
	MEDIUM				White 12 pack				White 12 pack				0.89 - 1.17	40	0.93				White 12 pack
USDA GRADE A	White 12 pack				1.00	40	1.00										0.99	10	0.99
	White 18 pack				1.67 - 2.00	80	1.99												
	Brown 12 pack																		
	MEDIUM				White 12 pack				White 12 pack										White 12 pack
					White 30 pack				White 30 pack										White 30 pack
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.69	80	2.69	1.98 - 2.69	130	2.43				2.50	20	2.50						
Brown 12 pack																			
CAGE-FREE																			
White 12 pack																			
Brown 12 pack																			
VEGETARIAN FED																			
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.6%	6.4%	5.6%	22.7% of 4,600 sampled	39.6% of 6,100 sampled	3.6% of 4,200 sampled	5.0% of 4,100 sampled	0.7% of 2,900 sampled	0.0% of 1,200 sampled
2/ Activity Index	3,490	1,410	2,200	Activity Index = 680	Activity Index = 2,430	Activity Index = 150	Activity Index = 210	Activity Index = 20	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	3,170 2.18	940 2.30	1,390 2.59	2.00 - 3.00 370 2.61	1.64 - 3.00 2,430 2.09	1.99 - 3.00 150 2.06	2.50 - 2.69 200 2.57	2.49 - 2.50 20 2.49	
32 oz. crtn	320 3.60	450 4.68	440 4.51	3.49 - 3.99 310 3.59			3.99 10 3.99		
3 - 4 oz. cup		20 2.50	370 2.60						
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.